

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

|   |  |                |                     |
|---|--|----------------|---------------------|
| SUBMISSION TYPE:  | NEW ASSIGNMENT                               |                |                     |
| NATURE OF CONVEYANCE:   | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL |                |                     |
| CONVEYING PARTY DATA  |  |                |                     |
| Name  | Formerly                                     | Execution Date | Entity Type         |
| Coco de Mer Ltd   |  | 01/01/2012     | COMPANY: CALIFORNIA |
| RECEIVING PARTY DATA  |  |                |                     |
| Name:   | Coco de Mer Limited                          |                |                     |
| Street Address:   | 23 Monmouth Street                           |                |                     |
| City:   | London                                       |                |                     |
| State/Country:  | UNITED KINGDOM                               |                |                     |
| Postal Code:  | WC2H 9DD                                     |                |                     |
| Entity Type:  | COMPANY: UNITED KINGDOM                      |                |                     |
| PROPERTY NUMBERS Total: 1   |  |                |                     |
| Property Type   | Number                                       | Word Mark      |                     |
| Registration Number:  | 3183078                                      | COCO DE MER    |                     |
| CORRESPONDENCE DATA   |  |                |                     |
| Fax Number:   |  |                |                     |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> |  |                |                     |
| Email:  | emeyrick@things.com                          |                |                     |
| Correspondent Name:   | Elaine Meyrick Things LLP                    |                |                     |
| Address Line 1:   | Counterslip                                  |                |                     |
| Address Line 2:   | Paragon                                      |                |                     |
| Address Line 4:   | Bristol, UNITED KINGDOM BS1 6BX              |                |                     |
| DOMESTIC REPRESENTATIVE   |  |                |                     |
| Name:   |  |                |                     |
| Address Line 1:   |  |                |                     |
| Address Line 2:   |  |                |                     |
| Address Line 3:   |  |                |                     |
| Address Line 4:   |  |                |                     |

OP \$40.00 3183078

|  |                |
|--|----------------|
| NAME OF SUBMITTER:   | Elaine Meyrick |
| Signature:   | /E Meyrick/    |
| Date:  | 05/31/2013     |
| Total Attachments: 2<br>source=Assignment dated 1 Jan 2012 Coco de Mer#page1.tif<br>source=Assignment dated 1 Jan 2012 Coco de Mer#page2.tif |                |

ASSIGNMENT

This ASSIGNMENT is made this 1<sup>st</sup> day of January, 2012 (the "Effective Date") by and between COCO DE MER, LTD., a California corporation with a registered address at 1200 Mesa Road, Santa Barbara, CA 93108 ("Assignor") and COCO DE MER LIMITED, an England and Wales corporation with a registered address at 23 Monmouth Street, London WC2H 9DD, United Kingdom ("Assignee").

WHEREAS, pursuant to a License Agreement by and between Assignor and Assignee entered into during 2008 and varied and extended as of 21<sup>st</sup> November, 2011 (the "License"), Assignee licensed its trade mark COCO DE MER (as defined in the License, the "Mark") to Assignor for certain uses within the United States, and in connection therewith the Corporation obtained registration of the Mark on behalf of the Licensor as its bare nominee, with such registration identified as follows (the "Registration"):

| Trademark<br>Date          | US Registration No. | Registration      |
|----------------------------|---------------------|-------------------|
| COCO DE MER<br>(Word Mark) | 78,686,947          | December 12, 2006 |

WHEREAS, Section 6.1 of the License provides that Assignor shall, when requested by the Assignee, and at the Assignee's expense, assign the Registration to the Licensor;

WHEREAS, Assignee has requested the Registration be assigned, and Assignor desires to assign the same, to Assignee.

NOW, THEREFORE, in exchange for the sum of Ten Dollars (\$10.00) and other good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all rights, title and interest in and to the Mark and the Registration, including all goodwill pertaining to the Mark, as of the Effective Date. Assignor agrees to cause this Assignment to be recorded with the United States Patent and Trademark Office and to send evidence of recordation to Assignee within ninety (90) days of the Effective Date.

Assignor represents that it has taken no action which adversely affects or impairs its exclusive ownership the Mark, the Registration and its right to transfer the same to Assignee.

1230046

COCO DE MER, LTD.

By: *Justine Roddick*  
Name: Justine Roddick  
Title: Director

1230046